

## **Lessons Learned from Unsuccessful Proposal Debriefings:**

### **General**

- Answer all the questions
- Obey the page limitations and think about the reviewer when formatting
- These are highly competitive grant competitions
- Point distribution changed

### **Community Needs:**

- Identify “target sites”. This useful strategy helps the applicant identify contaminants that impact a specific population in a community
- Provide information on all coalitions partners even those that do not have target sites identified and explain why the coalition fits, provide more info on the fit in programmatic capability section
- Impacts to be addressed can either be health or “social” and/or economic
- Connect health effect to the chemicals to be addressed at BF site
- Always provide comparative statistics for the demographic information provided. Explain or interpret the stats for the reviewer, connect the dots
- Impacts to be described include health or “social” and economic. Connect economic impact to the before and after at BF site
- Speak to the lowest common denominator: don’t assume the reviewer knows anything about your city or region

### **Project Descriptions:**

- Skin in the game: Quantify in-kind support for the work, even if it is not required
- Document competence at leveraging resources, generic info does not help. Make sure to include any attachment that helps demonstrate firms sources of leveraged funding.
- The connection to jobs must be made
- If it says use the table, use the table
- Panel reviewers do not score programmatic capability questions in “Project Description and Feasibility of Success” ranking criteria
- Community Engagement:
- Make sure you understand what a community based organization is!
- Support letter should provide an outline of org, what specific activities the org will do to support project and it should be consistent with what is contained in the proposal.
- Tell us about tried and true methods of connecting with the public

### **Project Benefits:**

- Simply stating the redevelopment has benefits does not make it so. Define what will be measured
- Mention quarterly reports and the ACRES database but also mention what you will measure for success
- Circle back to the community needs section and make sure all are accounted for
- Special Considerations counted